Demonstrating how simple heart-healthy cooking can be is a great way to inspire Americans to learn new cooking skills and prepare nutritious and budget-friendly meals at home.
We know that when people cook at home they tend to eat healthier – consuming more fruits, vegetables and whole grains and less fat, added sugars and calories. *Simple Cooking with Heart* began with a commitment between the American Heart Association and Walmart to encourage people to cook more at home by giving them all the tools, skills and techniques to get them started and inspired – and have fun!

**Simple Cooking with Heart consists of the following components:**

1. The online hub of the program is [heart.org/simplecooking](http://heart.org/simplecooking). Consumers can view videos for 23 heart-healthy, simple and affordable recipes, broken down skill by skill. You can also find the following resources to download, free of charge, on the site:

2. The **Host Kit** provides instructions for creating fun in-home events for four to eight friends and neighbors to practice new skills and make a recipe together, almost like a cooking club.

3. **Simple Cooking with Heart at Home booklet** provides information for anyone who wants to learn more about cooking at home. The booklet contains basic kitchen-prep information, shopping lists and an introduction to heart-healthy cooking skills that are simple and quick.

4. This **Demonstration Kit** is a guide to live events that demonstrate the skills needed to make a simple, affordable, heart-healthy recipe and inspire consumers to log on to the website and practice heart-healthy cooking skills in their own kitchens.
Overview

The goal of a Simple Cooking with Heart cooking demonstration is to teach some basic culinary skills (chopping, dicing, mixing, etc.) and let people taste how delicious simple, heart-healthy recipes can be! After seeing a demo, we hope consumers will log on to heart.org/simplecooking and start cooking in their own homes or even plan a cooking party using a Host Kit. Be sure when you're planning your demo you have Simple Cooking with Heart at Home booklets to give away to all the participants. You may also want to have some Host Kits on hand for those interested in hosting a Simple Cooking with Heart party at home. Be sure to have them complete the Party Host registration form found in the Host Kit and mail in or return to the American Heart Association staff contact.

In this kit you’ll find:
- Demonstration planning and set-up instructions
- Three recipes
- Scripts and talking points for each recipe
- Grocery and supply lists
- Key talking points
- Fun ideas to enhance your demonstration

To make your planning and set-up easier, none of the recipes we’ve included in the kit require heat for cooking or use raw meat, which can present a food safety challenge. If you do have access to a sink, heat element or oven for your demonstration, feel free to select any of the recipes from heart.org/simplecooking to use. Just alter your shopping list accordingly and prepare your own script in advance.

For the three recipe scripts included in this kit, it’s a great idea to watch the corresponding videos online as you prepare for the demonstration. Watching the videos will give you a feel for the steps, provide a refresher on any of the skills required for the recipes and clarify any instructions.

Why It’s Important

The obesity crisis in America has no one single cause, but usually it comes down to the fact that we eat more food than our bodies need. Why? There are many reasons, including the fact that we’ve become an extremely inactive society. We spend long hours sitting at computers and in cars. We eat nearly half of our meals in restaurants or from packages – food that generally has more calories, fat and sodium and fewer fruits, vegetables and whole grains. All those factors mean we’re not shopping for healthy foods and cooking it in our own kitchens. As a nation, we simply no longer have the time or skills to cook healthy meals.

It’s such a crisis that the American Heart Association, with the help of Walmart, is prioritizing a return to the kitchen as a part of our most pressing national goal: to improve the cardiovascular health of all Americans by 20 percent, and to reduce deaths from cardiovascular diseases and stroke by 20 percent by the year 2020.
Sample agenda for Simple Cooking with Heart demonstrations:

- **Introduction**: Introduce yourself and share a few personal details about your cooking history and experiences. Be energetic and engaging.

- **Overview of the American Heart Association and Simple Cooking with Heart**: Mention the American Heart Association’s 2020 Health Impact Goal and the importance of prevention and other work happening in the community. Consider mentioning a few points about the health benefits of cooking at home (found on the first page of this manual).

- **Cooking Demonstration**: See scripts.

- **Tasting**: Pass out samples of the dish prepared.

- **Questions**: If you’re comfortable, consider doing a question/answer session.

- **Closing**: Thank your audience and leave them motivated to go home and try cooking. Hand out the Simple Cooking with Heart at Home booklets. On the website, they can download any of the three recipes included in this Demonstration Kit from the website. The booklet also has two additional recipes.
Demonstration Planning & Set-Up Instructions

1. **Space** Once you know when and where your demonstration will be taking place, plan a space that’s appropriate for the audience. You’ll need a good-size surface for food preparation and you’ll want to be sure it’s positioned so that the audience can see not just you, but what you’re doing with your hands. Remember, the goal is to teach some culinary skills. Here are some things to consider:
   - If you’re in a walk-up setting, like a health fair or in an outdoor tent, make sure people have access to stand on all three sides of you. Consider trying to put your work space on an elevated platform so your hands are just below eye level for the audience.
   - If you’re on a stage in front of a large audience, try to have video projection focusing on the culinary skills. Or, be sure to explain the steps thoroughly so people understand what you’re doing.
   - If the space allows, consider having a computer with Internet access so that people can browse the Simple Cooking with Heart website.

2. **Supplies** All the supplies needed for each of the three recipes are listed in this kit. For the cooking equipment (bowls, mixing spoons, etc.) consider visiting a local discount store – many dollar stores have cooking supplies, and even many discount clothing stores have a home-goods section where you can save on your supplies. For other items, like the taster cups, find out if there is a restaurant supply store or warehouse club store in your community where you can buy items at a lower cost than at many retailers.

3. **Grocery shopping** You will be able to find all the groceries you need at a regular grocery store. If you talk to a local grocer in advance, you may be able to get items donated or at a discount. Pick up your groceries about a day or two before your demonstration – enough time in advance that you aren’t rushed the day of, but not too far in advance that perishable items might spoil.

4. **Quantity** Plan your shopping lists based on the expected attendance of the event. The three recipes included in this kit make six servings each – you should be able to get 50-60 small tasting samples out of each batch.

5. **Fun!** A key element of Simple Cooking with Heart is demonstrating that cooking is easy and fun. Be sure your demonstration space conveys that message – colorful tablecloths and aprons, brightly colored produce, homey décor and an upbeat attitude will all help convey this to the audience. It’s also important that your audience be able to relate to the scene. Using overly high-end equipment might intimidate novice cooks. Keep it simple and authentic.
Demonstration Planning & Set-Up Instructions, continued

6. **Food safety** Some ingredients may need to be kept refrigerated; make sure you have access to a refrigerator or a cooler with enough ice to store ingredients. Even items that don’t need to be refrigerated can go bad if they stay too long in the hot sun, so plan accordingly if your demonstration is outside. If you’re using fresh produce, you’ll need to wash it – if you don’t have access to water at your demonstration site, pre-wash the produce and just mention during your presentation that you’ve already washed it.

7. **Food allergies** Some of the recipes on the website and one of the recipes in this kit (Easy Chicken Salad) use nuts. If you do use nuts, be sure to mention that nuts are included before offering samples, in case any of the participants have food allergies. Nuts are almost always optional in a recipe, so you can always choose not to use them.

8. **Legal liability disclaimer** You didn’t expect to get away without a word from our attorney, did you? Please be sure to include the following release somewhere in your demonstration space, posted on a table or easel:

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**Simple Cooking with Heart Release**
The enclosed information, recipes and instructions are provided to you to help you learn to cook healthy at home. Please follow safe, responsible practices and use caution when cooking. By using the information provided in this Demonstration, you acknowledge that there are inherent risks in cooking, including but not limited to the risk of allergic reaction to foods and personal injury. YOU UNDERSTAND AND AGREE THAT YOUR USE OF THE ENCLOSED INFORMATION, RECIPES AND INSTRUCTIONS IS AT YOUR SOLE RISK. Further, you agree on behalf of yourself and your heirs, beneficiaries and estate, not to hold the American Heart Association, Inc. and its sponsors, officers, agents, employees (“Released Parties”) responsible for any accidents and loss or damage to your property and person, and you release and discharge the Released Parties from all damages, actions, claims and liabilities of any nature, specifically including, but not limited to, damages, actions, claims and liabilities arising from or related to cooking at home.
Easy Chicken Salad

6 servings

2 (12.5 oz.) cans salt-free white meat chicken packed in water, drained
½ cup celery, diced
½ cup onion, diced (purple or white)
1 (8 oz.) can water chestnuts, drained and chopped
¼ cup unsalted, unoiled walnuts or pecans, chopped
1 cup seedless grapes, halved, or ½ cup raisins or dried cranberries

Toss all together with dressing (recipe follows).

Dressing
½ cup light mayonnaise
½ cup fat-free sour cream
1 Tbsp Dijon mustard
1 Tbsp curry powder
Pepper, to taste

Combine all in small bowl and mix well.

Serving suggestion: Scoop the seeds out of a tomato or bell pepper and serve a scoop of chicken salad inside, or serve over a piece of whole-wheat toast or a plate of mixed greens or baby spinach.

PER SERVING:
Calories 267
Total Fat 10.5 g
  Saturated Fat 0.5 g
  Trans Fat 0.0 g
  Polyunsaturated Fat 6.5 g
  Monounsaturated Fat 2.5 g
Cholesterol 63 mg
Sodium 326 mg
Carbohydrates 15 g
  Fiber 2 g
  Sugars 7 g
Protein 28 g
Dietary exchanges: ½ fruit, 1 vegetable, 3½ lean meat
Black Bean Salad
6 servings

1 (15.5 oz.) can no-salt-added or low-sodium black beans, drained
1 (15 oz.) can no-salt-added or low-sodium kernel corn, drained; or ¾ cup frozen corn, thawed
1 medium red bell pepper or 1 tomato, diced
½ cup red onion, diced
1 tsp minced garlic from jar
2 tsp chopped cilantro
2 tsp cider vinegar
1 Tbsp extra-virgin olive oil
Juice of 1 lime

Toss all together. Chill at least one hour.

Tip: Serve this as a side salad to a meal, or warm in microwave and use as a filling for tacos!

PER SERVING:
Calories 142
Total Fat 2.5 g
Saturated Fat 0.5 g
Trans Fat 0.0 g
Polyunsaturated Fat 0.5 g
Monounsaturated Fat 1.5 g
Cholesterol 0 mg
Sodium 11 mg
Carbohydrates 26 g
Fiber 5 g
Sugars 6 g
Protein 6 g
Dietary exchanges: 1½ starch, ½ fat
Asian Coleslaw
6 servings

1 (12 oz.) bag shredded cabbage (green or purple, or coleslaw mix)
1 medium cucumber, peeled and seeded, sliced into thin sticks
1 medium bell pepper (any color), thinly sliced
5 medium green onions, sliced
½ cup chopped fresh cilantro or 12 leaves washed fresh basil or 1 tsp dried basil

Combine all vegetables in a bowl and toss.

**Dressing**

½ tsp crushed red pepper flakes
½ tsp garlic minced from jar, or 1 clove minced
3 Tbsp white or cider vinegar
½ tsp white sugar, granulated
1 Tbsp and 1 tsp low-sodium soy sauce
1 tsp extra-virgin olive oil

Combine in small bowl and whisk well. Pour over vegetables and toss to coat.

**PER SERVING:**
- Calories: 42
- Total Fat: 1.0 g
- Saturated Fat: 0.0 g
- Trans Fat: 0.0 g
- Polyunsaturated Fat: 0.0 g
- Monounsaturated Fat: 0.5 g
- Cholesterol: 0.0 mg
- Sodium: 107 mg
- Carbohydrates: 7 g
- Fiber: 2 g
- Sugars: 4 g
- Protein: 2 g

Dietary exchanges: 1 vegetable

heart.org/simplecooking
Hi, I’m [your name here], and today I’m here to give you a quick and heart-healthy cooking demonstration. [You may choose to share additional personal information such as how long you’ve been cooking, some cooking challenges you’ve faced or other expertise/information.]

The American Heart Association has established a goal to improve the cardiovascular health of all Americans by 20 percent by the year 2020. To do that, we want to improve the diet and nutritional habits of all Americans. We’re excited to have partnered with Walmart to bring you Simple Cooking with Heart to help Americans cook more at home. We know that when meals are prepared in the home they are often lower in calories, fat and cholesterol and higher in whole grains, fruits and vegetables. So let’s get started with this quick and easy recipe.

You might have cans of tuna in your pantry, but what about chicken? Canned chicken can be an easy ingredient, at your fingertips, for all sorts of quick and easy, healthy meals, like this classic—Easy Chicken Salad. Just make sure to look for “salt-free” varieties. You can also boil or bake whole chicken breasts or tenderloins if you’d prefer.

I’m going to start by making the dressing for the salad. I’m making it in a large bowl because later I’ll be adding the rest of the chicken salad ingredients.

[Set the bowl at the front of the table] In the bowl, combine one-half cup light mayonnaise [measure it out, using a spoon and a measuring cup and put it in the bowl], one-half cup fat-free sour cream [measure it out, using a spoon and a measuring cup and put it in the bowl], one tablespoon Dijon mustard [measure it out, using a measuring spoon, and put it in the bowl], one teaspoon curry powder [measure it out, using a measuring spoon, and put it in the bowl] and some freshly ground pepper to taste. [put in a bit of pepper] Then just whisk it all together [do so] until it’s smooth. Isn’t that pretty? [show the contents of the bowl to the audience] Curry powder adds that great color to the dressing.

Here I have two cans of white-meat chicken, packed in water, [show the cans] which I’m going to open and drain in a colander [do so] and add to the bowl [do so] with the dressing. There it goes.

Now, in the same colander, I’m going to drain a can of water chestnuts. [open the can and drain] You can use whole or sliced, it doesn’t matter because you’re going to chop them. [empty colander onto cutting board] For this chopping job, it’s best to hold your knife level above the board, [show the knife in position] using both hands, and chop with a straight downward motion. [do so] You can make this as chunky or as small as you like. OK, into the bowl. [add to bowl]
Now I need about one-half cup of chopped onion. This is a purple or red onion, which will look very pretty and has a milder taste than white onion. First start by taking the skin off. Here’s how you do it. Cutting board. [point to cutting board] Knife. [hold up chef knife] Onion. [put onion on cutting board] Cut the onion in half through the stem and root ends. Take one half, place it flat side down on the cutting board and cut off the stem end. Now you can take off the skin. [do so] Now make lengthwise, vertical cuts that go almost through to the root end. Make the cuts as thick or thin as you like, depending on how large or small you want the pieces. For this recipe, smaller pieces are good, so I’m making several cuts closer together. Now make horizontal cuts parallel to the board. I’m making five cuts. Then you just cut across the width of the onion, as thick or thin as you like, and there’s your chopped onion! Super easy with practice. You can also chop onion up and freeze it in a sealed bag in the freezer to have on hand for quick use.

Along with the nuts, I’m adding a half-cup of dried cranberries. [do so] You can also use raisins or even a cup of fresh grapes, cut in half.

OK! Now mix it all up. [do so] Mix it gently so the chicken stays chunky, but be sure that all of the ingredients are coated with the dressing. You can cover the bowl and put it in the refrigerator until it’s chilled, a couple of hours or so, but I think we should try some right now. [spoon salad into tasting cups with tester spoons and share with audience members]

Thanks for joining me for this demonstration and I hope you’ll take one of our Simple Cooking with Heart at Home booklets and try some recipes for yourself. You can find the recipe we made today as well as over 20 more for free online at heart.org/simplecooking. We also have great instructional videos and lots of other tips and information to help you get started cooking at home. [pass out booklets to audience and collect trash]
Black Bean Salad Script

Hi, I’m [your name here], and today I’m here to give you a quick and heart-healthy cooking demonstration. [You may choose to share additional personal information such as how long you’ve been cooking, some cooking challenges you’ve faced or other expertise/information.]

The American Heart Association has established a goal to improve the cardiovascular health of all Americans by 20 percent by the year 2020. To do that, we want to improve the diet and nutritional habits of all Americans. We’re excited to have partnered with Walmart to bring you Simple Cooking with Heart to help Americans cook more at home. We know that when meals are prepared in the home they are often lower in calories, fat and cholesterol and higher in whole grains, fruits and vegetables. So let’s get started with this quick and easy recipe.

You know, beans are good for us. One-third of a cup of cooked beans has 80 calories, no cholesterol and very little fat. Plus, beans are full of B vitamins, potassium and fiber. Eating beans may reduce blood cholesterol, which is a leading cause of heart disease. That’s why the American Heart Association recommends including beans in your eating pattern.

Don’t limit beans to soup, chili and burritos. Beans are good cold, too, like in this easy, tasty Black Bean Salad.

First I want to rinse and drain a 15.5-ounce can of black beans in a colander. [open can and put contents in colander] I also have a 15-ounce can of no-salt-added corn, so I’ll drain that too. [open a can and put contents in colander with the beans] As always, buy low-sodium or no-salt-added canned goods whenever possible. If you can’t find low-sodium cans, just rinse the contents really well to remove any extra salt. Now I’ll put the beans and corn in a large bowl [do so] and prepare the rest of the ingredients.

Let’s add some color. I always try to eat as many colors of vegetables as I can. How about a fresh red tomato? I’ve already washed it. You could use a red bell pepper instead, if you like.

With the tip of your knife, cut around the stem of the tomato and remove it. [do so] Then cut the tomato in half [do so] and take out the seeds with your finger or a spoon. [do so] Tomato seeds can be bitter. Now cut the tomato into slices [do so] and then cut the slices into medium-sized dice. [do so] Add the tomato to the bowl. [do so]
Now I want about half a cup of diced red onion. First start by taking the skin off. Here’s how you do it. [put onion on cutting board] Cut the onion in half through the stem and root ends. Take one half, place it flat side down on the cutting board and cut off the stem end. Now you can take off the skin. [do so] Place it flat side down on the cutting board. [do so] Now make lengthwise, vertical cuts that go almost through to the root end. [do so] You can make the cuts as thick or thin as you like, depending on how coarse or fine you want it chopped. I want it diced pretty small for this salad. Now make horizontal cuts parallel to the board. [do so] Then you just cut across the width of the onion, [do so] as thick or thin as you like, and your onion is chopped. Red onions can really vary in size, but this was a small one, so I have about half a cup.

Let’s add some cilantro. I have some here that I’ve already washed. I’m tearing the leaves from the big stems until I have about a handful. [do so] I love the smell of fresh cilantro. Then just bunch the leaves into a pile [do so] and cut through it using a tip-to-back motion with your chef knife. [do so] You want a couple of tablespoons. That should do it. Into the bowl. [put it into the bowl]

OK. Now add a teaspoon of minced garlic from a jar. [do so] This stuff is so convenient. Add two tablespoons of cider vinegar [measure it out with measuring spoon and add to bowl] and one tablespoon of extra-virgin olive oil. [measure it out with measuring spoon and add to bowl] The last thing to add is some fresh lime juice. Just cut the lime in half [pick up the lime] and squeeze the juice into the bowl. [do so] This will really liven up the flavor!

Then toss it all together [do so] and it’s done! Put it in the refrigerator for an hour or two to mingle the flavors and chill the salad.

You can also eat this hot! Just warm it up in the microwave and use it to fill tortillas or tacos. Now that’s using your bean!

[spoon salad into tasting cups with tester spoons and share with audience members]

Thanks for joining me for this demonstration and I hope you’ll take one of our Simple Cooking with Heart at Home booklets and try some recipes for yourself. You can find the recipe we made today as well as over 20 more for free online at heart.org/simplecooking. We also have great instructional videos and lots of other tips and information to help you get started cooking at home. [pass out booklets to audience and collect trash]
Asian Coleslaw Script

Hi, I’m [your name here], and today I’m here to give you a quick and heart-healthy cooking demonstration. [You may choose to share additional personal information such as how long you’ve been cooking, some cooking challenges you’ve faced or other expertise/information.]

The American Heart Association has established a goal to improve the cardiovascular health of all Americans by 20 percent by the year 2020. To do that, we want to improve the diet and nutritional habits of all Americans. We’re excited to have partnered with Walmart to bring you Simple Cooking with Heart to help Americans cook more at home. We know that when meals are prepared in the home they are often lower in calories, fat and cholesterol and higher in whole grains, fruits and vegetables. So let’s get started with this quick and easy recipe.

Today we’re going to make a fun variation of coleslaw – Asian Coleslaw. Cabbage may be the only universal ingredient in coleslaw, because there are so many variations. In fact, coleslaw actually got its name from the Dutch word koolsal, meaning “cool cabbage.”

When I’m making coleslaw, I like to make the dressing first in the bottom of a large bowl. Then I can add my other salad ingredients to the same bowl, and I only have one dish to wash.

So here’s the salad bowl [point to the bowl] and here are the ingredients for the dressing: [use measuring spoons to measure out each ingredient and put it in the bowl as you name them off] three tablespoons cider vinegar, one tablespoon plus one teaspoon low-sodium soy sauce, one teaspoon of oil—you can use olive oil, vegetable oil or canola oil or, because this is an Asian-style coleslaw, you could use sesame oil.

Then add one-half teaspoon granulated sugar, [measure it out and add] one-half teaspoon minced garlic [measure it out and add]—it can be from a jar or you can mince one small clove of fresh garlic—and one-fourth teaspoon red pepper flakes, [measure it out and add] or more if you like it hot. Whisk it all together [pick up the whisk and stir briskly] and the dressing is ready.

Now for the salad ingredients. I bought a bag of cabbage, already shredded, which is such a convenience. In the bowl it goes. [put it all in the bowl]

The other veggies I’m using are cucumber, green onions and bell pepper—red, yellow or green—it’s up to you. [lay them out on the table/cutting board] Be sure to wash them all before you cut them up.
Bell peppers have a lot of nooks and crannies, so here’s a good way to cut them evenly. [pick up the pepper and place it on the cutting board] First cut off the top [do so], exposing the ribs inside the pepper, [display the ribs] Then slice off the rounded parts on the bottom. [do so] Now set the pepper upright [do so] and make one vertical slice down the side. [do so] Set the pepper on its side and open it up. [do so] Then, with your knife blade parallel to the board, work the knife along the inside of the pepper. [do so] This way you can remove the ribs and seeds while unrolling the pepper so that it lays flat.

Now you can cut it up any way that you want. I think matchstick shapes would look good in this coleslaw, so I’m going to cut it into thin strips. [do so and place the strips in the bowl]

How about a cucumber? They’re so light and refreshing. First peel the cucumber. [do so with a vegetable peeler or the blade of the knife] Then cut it in half [do so] and scrape out the seeds with the tip of a spoon. [do so] Some people choose not to seed or peel their cucumbers—it’s up to you. I think I’ll cut the cucumber into matchstick shapes, too. To do that I’ll cut each cucumber half into three pieces crosswise, [do so] and cut those pieces into strips lengthwise. [do so and place the strips in the bowl]

Now I’m going to slice up four green onions. [pick up the onions] Remove any outer layers that are a little soft or brown, remove the ends and about four inches off the tops. [do so] Then just thinly slice up the remaining parts, greens and all. [do so and place the strips in the bowl]

Fresh herbs are such a wonderful addition to just about any dish and for this coleslaw I selected some fresh cilantro. [pick up the cilantro] I have already washed this and I’m going to pull off a good fistful of leaves from the stem. Bunch them up into a little pile [do so] and rock your knife back and forth over the pile to get small little pieces. [do so and place in the bowl] You can also use dried basil if that’s what you have, or any other fresh herbs.

There! Now toss it all together with that tangy dressing. [use tongs or just two forks to toss the salad] It looks beautiful and smells so fresh! [spoon salad into tasting cups with taster spoons and share with audience members]

Thanks for joining me for this demonstration and I hope you’ll take one of our Simple Cooking with Heart at Home booklets and try some recipes for yourself. You can find the recipe we made today as well as over 20 more for free online at heart.org/simplecooking. We also have great instructional videos and lots of other tips and information to help you get started cooking at home. [pass out booklets to audience and collect trash]
Remember to adjust your grocery quantities based on the expected attendance of your demonstration! The lists below will yield six servings of each, which should make 50-60 small samples.

Supply List for All Recipes
- Small tasting cups and tester spoons for samples (think small, 2-inch plastic cups that condiments are served in and mini tasting spoons like they use at the ice cream shop)
- Paper towels/napkins
- All-purpose cleaner or antibacterial wipes
- Hand sanitizer
- Trash cans and trash bags for food scraps and sample cups/spoons
- Dish towels
- Cooler or fridge to keep perishable items chilled
- Ice if using cooler
- Apron and plastic gloves (optional)

For Easy Chicken Salad

Grocery List
- 2 (12.5 oz.) cans salt-free white-meat chicken packed in water
- Celery
- Red onion
- 1 (8 oz.) can water chestnuts (chopped or whole)
- ¼ cup unsalted, unoiled walnuts or pecans
- Dried cranberries (or seedless grapes or raisins)
- Light mayonnaise
- Fat-free sour cream
- Dijon mustard
- Curry powder
- Black pepper (ground)

Supply List
- Can opener
- Measuring spoons
- Measuring cups
- Wooden spoon
- Spatula
- Whisk
- Colander (and a large bowl to catch the drained juices)
- Large mixing or salad bowl
- Cutting board
- Chef knife
Grocery and Supply List, continued

For Black Bean Salad

**Grocery List**
- 1 15.5 oz. can low-sodium black beans
- 1 15 oz. can low-sodium kernel corn
- 1 medium tomato
- 1 red onion
- Jar of minced garlic
- Fresh cilantro
- Cider vinegar
- Extra-virgin olive oil
- 1 lime

**Supply List**
- Large mixing bowl
- Can opener
- Colander (and a large bowl to catch the drained juices)
- Paring knife
- Cutting board
- Measuring spoons
- Wooden spoon

For Asian Coleslaw

**Grocery List**
- 1 12 oz. bag shredded cabbage or coleslaw mix
- 1 medium cucumber
- 1 bell pepper (any color)
- 1 bunch green onions
- Fresh cilantro
- Red pepper flakes (dried)
- Jar minced garlic
- Cider vinegar
- ½ tsp granulated sugar
- Low-sodium soy sauce
- Extra-virgin olive oil

**Supply List**
- Scissors
- Large mixing bowl
- Measuring spoon
- Whisk
- Cutting board
- Paring knife
- Spoon (small table spoon)
- Vegetable peeler
- Tongs or 2 wooden spoons to toss the slaw
In addition to the scripts provided, the following talking points can be incorporated into your presentation or promotional materials for your demonstration.

- The obesity crisis in America has no one single cause, but it usually comes down to the fact that we tend to eat more food than our bodies need. We eat nearly half of our meals in restaurants or from packages—foods that generally have more calories, fat and sodium and fewer fruits, vegetables, fiber and whole grains. All those factors mean we’re not shopping for healthy foods and cooking it in our own kitchens. As a nation, we simply no longer have the time or skills to cook healthy meals.

- Where Americans eat has a dramatic effect on what foods, and how much of these foods, we consume: The more people eat out, particularly at fast-food restaurants, the more calories, fat and sodium they tend to consume, and away-from-home meals contain fewer fruits, vegetables and whole grains than foods prepared at home. This contributes to higher weight gain in both children and adults.

- Away-from-home foods tend to be more energy-dense and contain more fats, salts and sugars. Eating more fast-food meals is linked to consuming more calories, more saturated fat, fewer fruits and vegetables, and less milk.

- It’s such a crisis that the American Heart Association is prioritizing a return to the kitchen as a part of our most pressing national goal: to improve the cardiovascular health of all Americans by 20 percent, and to reduce deaths from cardiovascular diseases and stroke by 20 percent by the year 2020.

- The American Heart Association’s Simple Cooking with Heart program is a fun and easy way to bring communities together and help Americans eat healthier. The idea is simple: Groups of people get together and learn how to prepare easy, affordable, tasty meals using free American Heart Association recipes. It’s a community bonding opportunity like a book club or bunco night—only with heart-health benefits that’ll keep your family fit, lower your family’s risks of heart disease and stroke, and help balance your food budget.

- Communities everywhere are suffering from obesity—two of every three adults in America are overweight or obese—and the fact that many people simply don’t cook at home anymore is a major factor. Simple Cooking with Heart helps you take on this problem in your home, getting your family back into the kitchen in a fun and affordable way.

- Simple Cooking with Heart was created in partnership with the Walmart Foundation. Simple Cooking with Heart is just one element of the American Heart Association’s new nationwide program to help people change the way they think about food.

- To learn basic heart-healthy cooking skills and to browse free, affordable recipes, visit heart.org/simplecooking today!
The American Heart Association’s Heart-Healthy Diet Recommendations

As a reminder, at the heart of heart-healthy meals are our Healthy Diet Recommendations. All of our recipes and cooking demonstrations are designed with these, and your health, in mind. The Recommendations, based on a 2,000 calorie diet, include:

- Balance the number of calories you eat and physical activity to maintain a healthy body weight (this means not eating more calories than you need).
- Make your diet rich in fruits and vegetables. A typical adult should try for 9-10 servings (4.5 cups) of fruits and vegetables every day.
- Choose whole grains and high-fiber foods (three 1 oz. servings per day). A diet rich in fiber can help manage your weight because fiber keeps you feeling fuller longer, so you eat less.
- Eat fish, especially oily fish like salmon or albacore tuna, twice a week to get omega-3 fatty acids.
- Limit saturated and trans fat and cholesterol by choosing lean meats, selecting fat-free (skim), 1 percent and low-fat dairy products and avoiding hydrogenated fats (margarine, shortening, cooking oils and the foods made from them).
- A person needing 2,000 calories each day should consume less than 16 grams (g) saturated fat, less than 2 g trans fat and between 50 and 70 g of total fat and limit cholesterol to no more that 300 milligrams (mg) each day.
- Limit the amount of added sugars you consume to no more than half of your daily discretionary calorie allowance. For most American women, this is no more than 100 calories per day and no more than 150 calories per day for men (or approximately 6 teaspoons/day for women and 9 teaspoons/day for men).
- Limit sugar-sweetened beverages to no more than 450 calories (36 oz.) per week.
- Choose and prepare foods with little or no salt (sodium) to maintain a healthy blood pressure. Keep sodium intake to 1,500 mg per day or less.
- Limit processed meat (such as sandwich meat, sausage and hot dogs) to fewer than two servings per week.
- Try to eat four servings per week of nuts, seeds or legumes (beans).
- If you choose to consume alcohol, do so in moderation. This means an average of one to two drinks per day for men and one drink per day for women.
- If you eat out, pay attention to portion size and the number of calories in your meal.
Fun Ideas to Enhance Your Demonstration

• **Be festive!** Decorate the space in a fun and engaging way. You could make it look like an average kitchen with home touches, go with a festive theme inspired by the recipe or event or use fresh produce and other ingredients to create a farmers market feeling.

• **Audience participation** You might have a member of the audience come on stage to help you and to demonstrate how easy the steps really are. They can prepare one ingredient while you move on to the next.

• **Audience Q&A** Consider polling the audience for heart-healthy factoids while you move through the recipe.

• **Give-aways** Budget permitting, hand out freebies or promotional items periodically to keep audience energy up. Hand out promotional spatulas, measuring spoons, pot holders or other items you have on hand.
Resources

Help consumers be successful in their goals of cooking more at home, with heart. Be sure to send them to heart.org/simplecooking to learn more basic cooking skills and download over 20 quick, affordable, heart-healthy recipes to share with friends and loved ones.

Just a few examples of what they’ll find at heart.org/simplecooking:

• Stocking a heart-healthy pantry on a budget
• How to pick good produce
• How to store/freeze leftovers
• Eating healthy on the run
• Healthy substitutions for common foods
• Cooking techniques and skills glossary
• And more!

References


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Demonstrating how simple heart-healthy cooking can be is a great way to inspire Americans to learn new cooking skills and prepare nutritious and budget-friendly meals at home.

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